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Art Hits The Road Again February 21 to 23 at 7th Annual On and Off Fredericksburg Road Studio Tour

*80 Artists Open Studios +Flash Performances + Classic Cars equals a weekend of art,
fun in one of San Antonio's most important art neighborhoods*

- WHAT:** 7th Annual On & Off Fredericksburg Road Studio Tour with 80 emerging and established artists, flash performances by actors from area theatres including San Pedro Playhouse, Woodlawn and JumpStart, poetry readings, and exhibits, demonstrations, and opportunities to purchase art directly from the artist are all part of the On & Off Fred weekend. Real-time tweets during the tour will alert visitors to happenings and special events, like flash performances, art demos, and more! Vintage cars will be driven up and down Fredericksburg Road and exhibited at various studios as a salute to its remarkable history.
- WHO:** Ben Mata, David Zamora Casas, Angel Rodriguez-Diaz, Sarah T. Roberts, and Wesley Harvey are just a few names among the 80 participating artists. An additional 250 guest artists, including performers, will be part of the weekend. For a complete listing of artists and locations, visit the website at www.onandoffred.org.
- WHEN:** Friday, Feb. 21, 6-9 pm Opening Reception at Bihl Haus Arts, 2803 Fredericksburg Rd.,
Studio Tours: Saturday, Feb. 22, 11 am-6 pm & Sunday, Feb. 23, noon-5 pm
Closing Reception at Woodlawn Theatre, Sunday, Feb. 23, 6 to 8 pm.
- WHERE:** 50+ locations on and off Fredericksburg Road (affectionately known as Fred Road to the locals in the Greater Deco District.)

WHY: San Antonio is an arts city, and one of the most important pockets for artistic development are the more than 50 studios and galleries located in seven neighborhoods directly off Fred Road—

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Monticello Park, Jefferson, Woodlawn Lake, Los Angeles Heights, Keystone, Beacon Hill and Alta Vista. On & Off Fred is set to explode with color, beauty, music, flash theater, poetry and music, all in some of San Antonio's most eclectic and interesting neighborhoods! Visitors are invited explore the neighborhoods on the tour in an exciting way on Saturday, and Sunday, February 22 when artists open their home studios and pop-up storefronts for this spectacular annual event. From reclaimed former neighborhood grocery stores to intimate backyard sanctuaries, the studios on the tour provide the environments in which area artists create a variety of hand-made artworks, including metal work, large ceramic sculptures, jewelry, fashion and fiber art, textiles, one-of-a-kind light fixtures, art photography, hand-crafted furniture and a variety of paintings in various styles.

On & Off is presented by Bihl Haus Arts (www.bihlhausarts.org), located at Primrose at Monticello Park Apartments, the only non-profit professional art gallery on the premises of 100% senior affordable housing in the U.S. For more information, (210) 383-9723, or bihlhaus@gmail.com

MORE: From its inception in 2007, the mission of the On & Off Fredericksburg Road Studio Tour was to promote the work of diverse visual and cultural artists, enhance the appreciation for the arts in the community, and stimulate economic revitalization and cultural tourism in neighborhoods bordering Fredericksburg Road in San Antonio's Greater Deco District. It was built as part of the Old Spanish Trail Auto Highway, a tourist road that the U.S. government built from 1919 to 1931. The road started at San Augustine, Florida, and ran through the South into San Antonio on its way to San Diego, California. Thus, encouraging cultural tourism along historic Fredericksburg Road is a natural fit. And it's beginning to work! Businesses are opening and starting to thrive on Fred Road, now mecca for lovers of live local theatre. The Woodlawn Theatre re-opened two years ago, Classic Theatre of San Antonio has moved into their black box next door, soon Jump-Start Performance Co. will open in its new home in the 700 block of Fred Road, and the celebrated 100-year-old Playhouse is right around the corner on Ashby. All four theaters will participate in this year's tour by hosting Fred artists in their lobbies (James Saldivar at Woodlawn; David Alcantar at Classic; David Sanchez at Jump-Start; Fernando Andrade at The Playhouse), presenting flash performances throughout the tour area (promoted via live tweets), and offering ticket discounts to On & Off Fred patrons.

Visitors are invited to explore the neighborhoods on the tour in an exciting way on Saturday, February 22, 11 am to 6 pm, and Sunday, February 23, noon-5 pm, when artists open their home studios, cooperatives and pop-up storefronts for this spectacular annual event. From reclaimed former neighborhood grocery stores to intimate backyard sanctuaries, the studios on the tour provide the environments in which area artists create a variety of hand-made artworks, such as metalworks, large ceramic sculptures, jewelry, fashion and fiber art and textiles, one-of-a-kind light fixtures, art photography, hand-crafted furniture and a variety of paintings in various styles. Demonstrations, hospitality, and opportunities to purchase art directly from the artist are all part of the On & Off Fred experience.

The tour weekend kicks off Friday evening, February 21, 6:00-9:00 pm, with the not-to-be-missed On & Off Fred Autograph Party at Bihl Haus Arts, 2803 Fredericksburg Rd. On exhibit will be works by each

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of the 80+ featured visual artists, who will be on hand to autograph copies of the tour catalog. Lavish hors d'oeuvres, wine, music by Latin fusion band **Los Nahuatlitos**, and the opportunity to mingle with artists, event sponsors and community leaders fill the evening. Special evening events will take place at multiple locations on Saturday, Feb. 22 and at the Woodlawn Theatre on Sunday, Feb. 23.

COST: For more information, visit the new tour website at www.onandofffred.org, which features a mobile device version. Admission is free for two to all events with the purchase of the catalog, available this year in online and printed versions. Printed catalogs (\$10 advance, includes online version) will be available starting February 5th at these local businesses: **BIG GRASS** (637 W. Hildebrand), **BRAND NEW 2ND HAND RESALE BOUTIQUE** (702 Fredericksburg Road), **DECO PIZZERIA** (1815 Fredericksburg Road), **FIRST MARK CREDIT UNION** (122 Donaldson Ave.), **VEE'S SALON** (1022 Donaldson Ave.) & **WOODLAWN THEATRE** (1920 Fredericksburg Rd.), or by mail from the website (\$15, includes postage). They will also be available during the tour for \$15 at Bihl Haus on Feb. 22 and 23. The online catalog (\$5, online only) is available now at www.onandofffred.org, click "Catalog". Check the website and follow Fred on Facebook and Twitter. Real-time tweets during the tour will alert visitors to happenings and special events, like flash performances, art demos, readings and more!

FEATURED ARTISTS: David Alcantar, Albert Alvarez, Dara Anderson, Fernando Andrade, Linda Arredondo, Richard Arredondo, Rolando Briseno, Beth Callaghan, Raul Castellanos, Conan Chadbourne, Danville Chadbourne, Carol Cisneros, Patricia Golden Cody, Rita Maria Contreras, Katrina Cook, Mark Crutsinger, Jane Dunnewold, Chanda Gaeth, Oscar A. Galvan Jr., Jessica Garcia, Sarah Janece Garcia, Steven Masashi Garcia, Mark Andrew Gelatt Jr., Laurel Gibson, David Guerrero, Maria Guerrero, Enrique Gutierrez, Wesley Harvey, Rex Hausmann, James Hetherington, Katie & Hilal Hibri, Venessa Hill, Marleen Hoover, Luis Hurtado, Dale Jossen, Pat Jimenez, Barbara Kelley, Jennifer Kennedy, Jennifer Khoshbin, Eric Lane, Sally Lewis, Jerry Lockey, Michelle Love, The Lullwood Group, Jimena Marin, Ben Mata, Mitch Mitchell, JD Morera, Thelma Muraida, Ernesto Olivo, Dora A. Orejel, Vickie Owen, Alejandro Augustine Padilla, Pájara, Stacy Parten, Sarah T. Roberts, Rainey, Veronica Ramirez Miller, Kevin Rayhons, Angel Rodriguez-Diaz, David S. Rubin, James Saldivar, Sandra Sanchez-Arispe, David Sanchez, Pearl Sanchez, Alison Schockner, Raul Servin, Sarah Shore, Russell Stephenson, Julian Terrazas, Kathleen Trenchard, Tom Turner, Cody Vance, Abraham Vasquez, Jason Willome & David Zamora-Casas.

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NOTE: all catalog photos are available to the press upon request

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